

Department of Transportation: Transit Division

Ride On Review

1/27/2012

Art Holmes, Director DOT

CountyStat Principles

- **Require Data-Driven Performance**
- **Promote Strategic Governance**
- **Increase Government Transparency**
- **Foster a Culture of Accountability**



Agenda

- **DOT- Transit Customer Request Volume**
 - Mitigating Call Volume: Update on DOT-Transit Strategy
- **Ride On Customer Complaint Analysis**
 - Mitigating Complaints: DOT Mystery Rider Program
- **Bus Shelter Repair: Review of CountyStat Sample Audit**
- **DOT-Transit Benchmark Jurisdictions**
- **Wrap-Up and Follow-Up Items**



Meeting Purpose and Goal

Purpose:

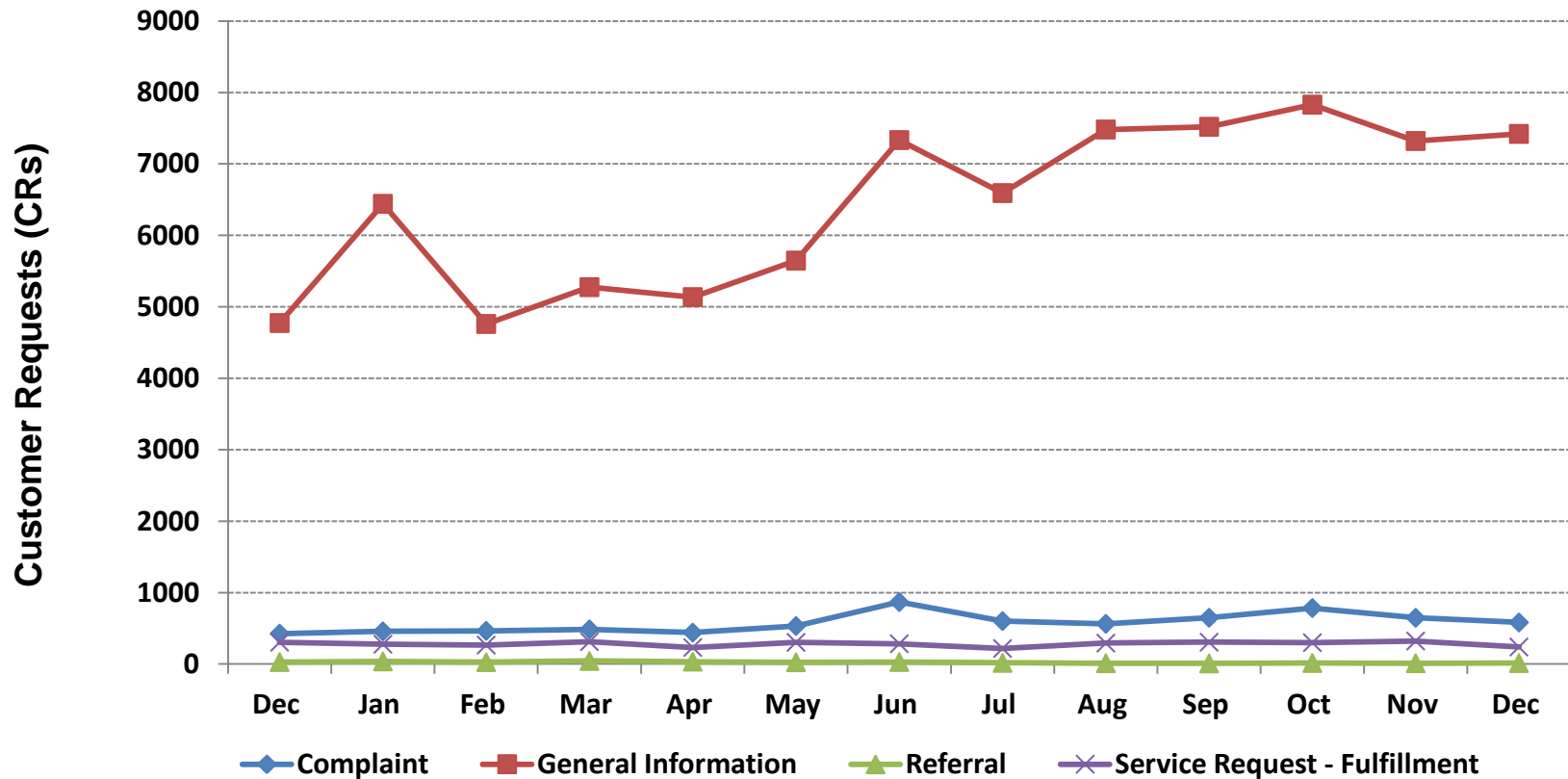
- Reexamine DOT-Transit related customer intake volume and Ride On complaints to determine if customers are receiving high-quality services in an efficient manner
- Discuss DOT strategies for improving customer service and providing more opportunities for the public to access transit-related information

Goal:

- Determine if existing DOT strategies are sufficient for mitigating complaints and reducing call volume to MC311



DOT-Transit Monthly Customer Request Totals by Type



General Information Customer Requests are mainly driven by callers asking about bus arrival or transit trip planning



DOT-Transit Monthly Customer Request Totals by Type

	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg.	Grand Total
Complaint	426	457	464	485	440	532	867	601	563	648	784	647	582	577	7496
General Information	4773	6442	4760	5275	5136	5647	7334	6592	7482	7520	7830	7321	7420	6426	83532
Referral	28	37	27	43	34	25	29	17	12	9	15	12	14	23	302
Service Request - Fulfillment	305	278	266	313	231	303	284	217	293	306	299	322	238	281	3655
Grand Total	5532	7214	5517	6116	5841	6507	8514	7427	8350	8483	8928	8302	8254	7307	94,985



Ride On Top 10 Sub Areas

DOT Ride On Sub Areas	Requests
Trip Planner Request-Urgent	59728
Trip Planner Request-Non Urgent	15279
Complaint-Ride On	7729
Fare Information	3292
General Information	2703
Ride On Lost and Found	2065
Other	972
Call N' Ride	524
Ride On Bus Stops/Shelters	411
Transit Programs	265

In September, a new solution area was created for Smart Traveler, which now accounts for a portion of what was previously captured under the Ride On trip planning solution as customer service representatives now use the system

Solution Areas	Sep	Oct	Nov	Dec
Ride On bus trip planning/location/status	6521	2679	1931	1991
Smart Traveler Arrival Information Through the Internet or Cell Phone	331	4289	4627	4644



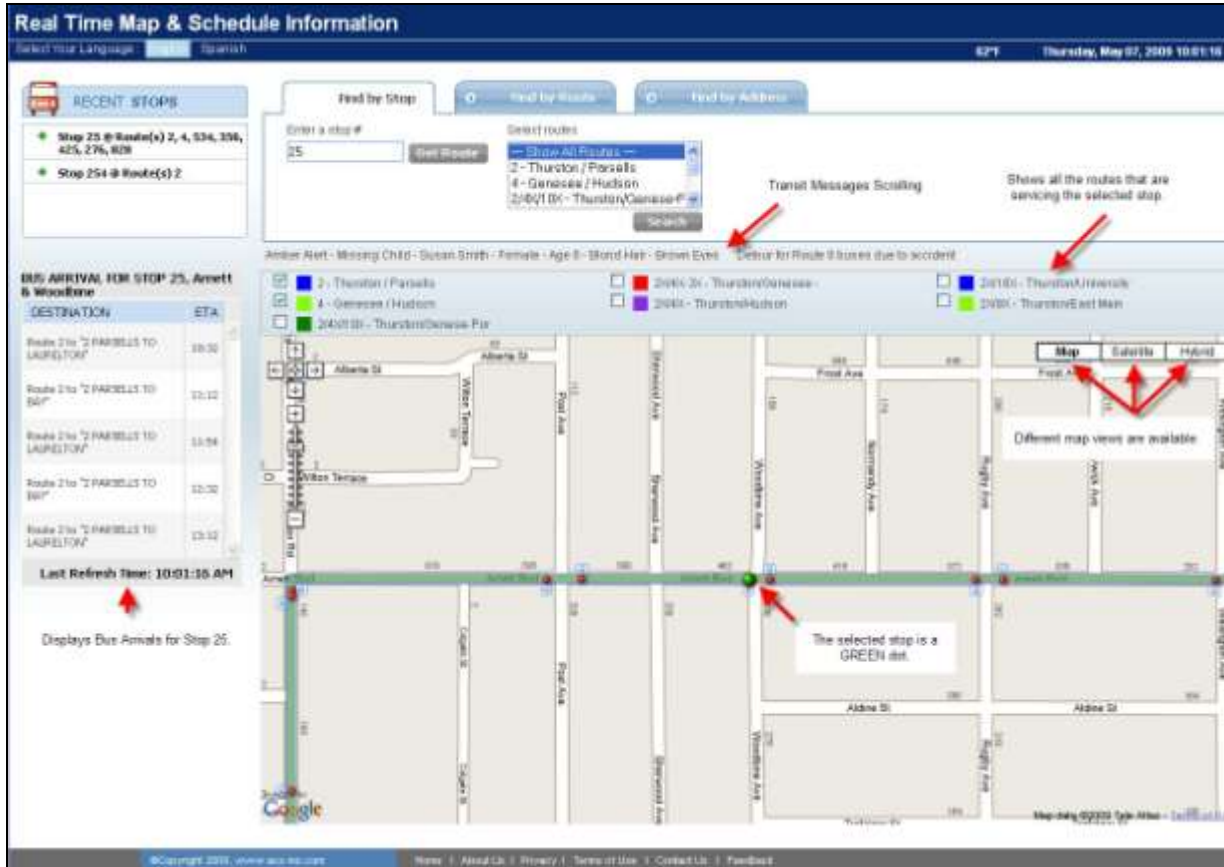
Mitigating Call Volume: Ride On Real Time: Web/Smart Device Interfaces

RIDE ON Real Time is Transit's name for the various components of its ATIS – Automated Traveler Information System. *RIDE ON* Real Time provides real time information about individual Ride On trips on its 76 routes.

- **SmartTraveler** – Internet/web based information system developed by ACS/Xerox. Currently used by MC311 agents and is the County's prime source of information to its current and would-be riders.
 - MC311 agents also have access to WMATA's trip planner, which is the region's basic trip planning tool that covers Ride On as well as all other local and suburban public bus service providers in the metropolitan region. **99% Complete. Public Rollout Spring 2012.**
- **SmartTraveler Mobile (smartphone/PDA) application.** Similar to SmartTraveler, but tailored to hand-held screens. There are three versions:
 - Generic. Currently usable on all devices and basically an adaptation of full site. **99% Complete. Public Rollout Spring 2012.**
 - Specific. Mobile applications specifically designed, separately, for iPhones, Blackberry, Androids, etc., by the County's contractors. **65% Complete. Public Rollout Spring 2012.**
 - 3rd Party Mobile applications. Essentially, these are open-market 'apps.' **65% Complete. Private Rollout Spring 2012.**



Real Time Bus Information On The Web: Map and Text View



Mouse-over a moving vehicle on the map.



The real-time data is then displayed for that particular vehicle.

**Bus Stops and Buses are Overlaid on a Local Map
Find Bus by Stop Number, Bus Route or Address**



Mitigating Call Volume: RIDE ON Real Time: Other Electronic Device Interfaces

- **Signs of the Times** – these are electronic display signs, typically to be mounted in shelters, rail stations and transit centers, which display real time arrival/departure information for the buses serving that particular stop. **70% Complete. 1st sign Summer 2012 and 10-12 per year.**
- **IVR.** Each of RideOn's 4800 stops are identified by individual 5-digit numbers. These can be found on the web site and on individual stickers applied to the bus stop signs at each stop. An IVR system, reached by calling 240-777-RIDE (7433), will provide arrival information for forthcoming buses at that particular stop.
25% Complete. Public Rollout early-mid 2013.
- **Texting.** Riders will be able to send a text message to either bus@rideonbus.com or 2407777433 and using the same individual 5-digit number as used for the IVR, receive a text reply with arrival information for forthcoming buses. This can also be done via regular e-mail. **25% Complete. Public rollout second half of CY12 (email currently available)**



Example of Electronic Display Sign



Mitigating Call Volume: Use of Printed Materials

- Ride On will continue to prepare the artwork for maps and timetables. Printing will be limited, though.
- Ride On will resume its program of mounting printed schedules and neighborhood maps in its 400+ shelters. They are unique, laminated and effectively 'signs.'
- Ride On will be installing schedules at the individual bus stops at rail stations as Metro supplies the canisters in which to install the schedules on the bus stop poles.
- Artwork for pocket timetables will continue to be prepared and are available for download/printing off the web. Limited numbers will be printed by the County, to be made available upon request of MC311 and at rail stations.
- The Ride On system map – which also displays Metrobus, Metrorail and MTA Commuter buses – was updated for the first time in six years last summer. Annual updates will continue. The map, though, is only available on the web.

**Observation-based evidence collected during the CountyStat audit of bus shelter repairs indicated a lack of schedule signage at some shelters.
This finding is supported by the results of independent
“Mystery Rider” reports from November 2011**



In-depth Analysis: Ride On Complaints

Process Overview

Step 1:

MC311 intakes Ride On complaint and generates service request

Step2:

Ride On administrative staff reviews service requests (SR) and assigns ownership to appropriate depot.

Step 3:

Depot staff reviews SR and forwards complaint to appropriate supervisor for resolution.

Step 4:

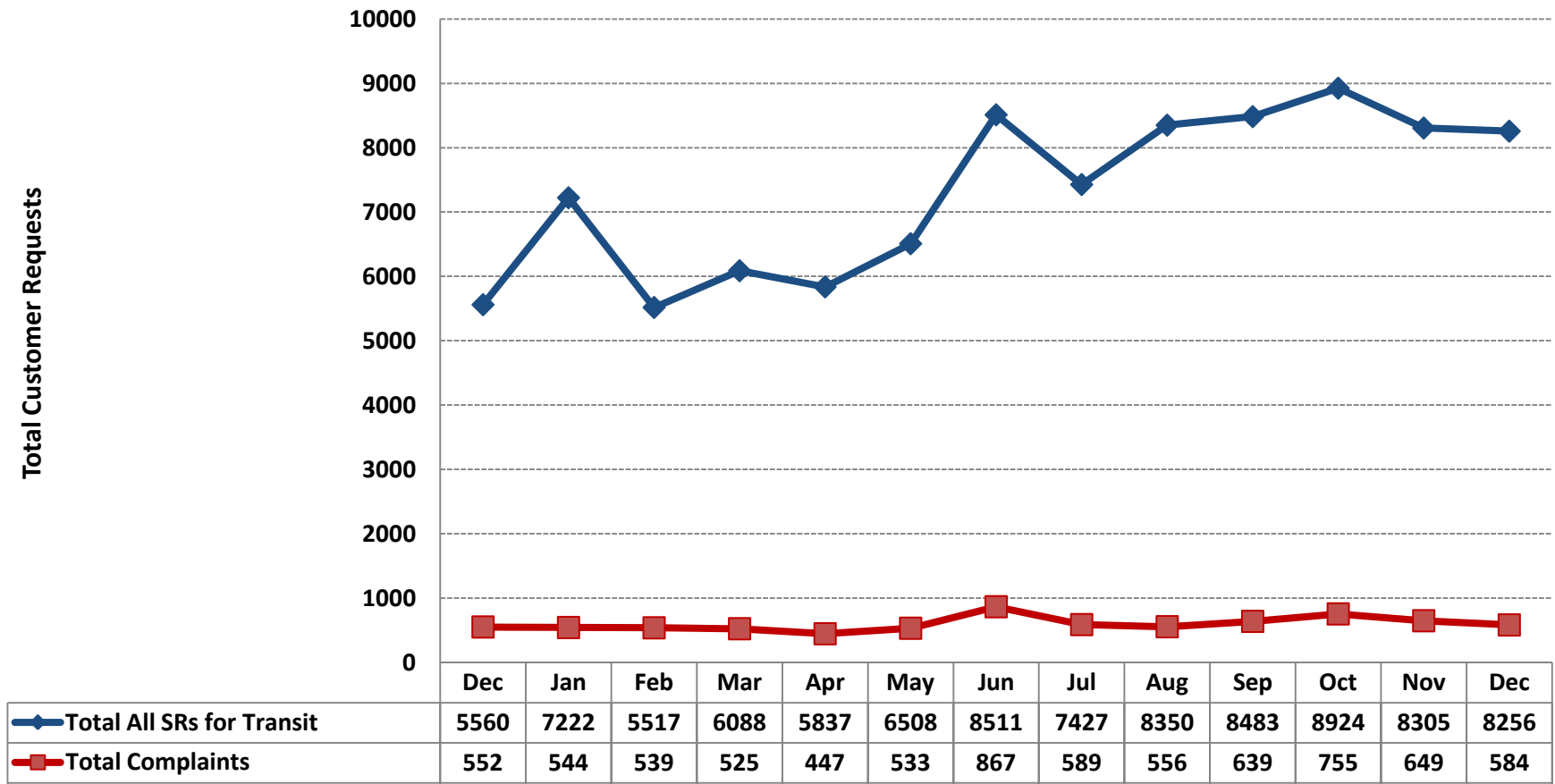
Supervisor investigates SR, recommends/takes appropriate action and enters resolution/actions into the MC311 system.

Supervisor contacts customer as appropriate.

Currently, DOT reports on complaints per 100,000 riders as part of their headline measures



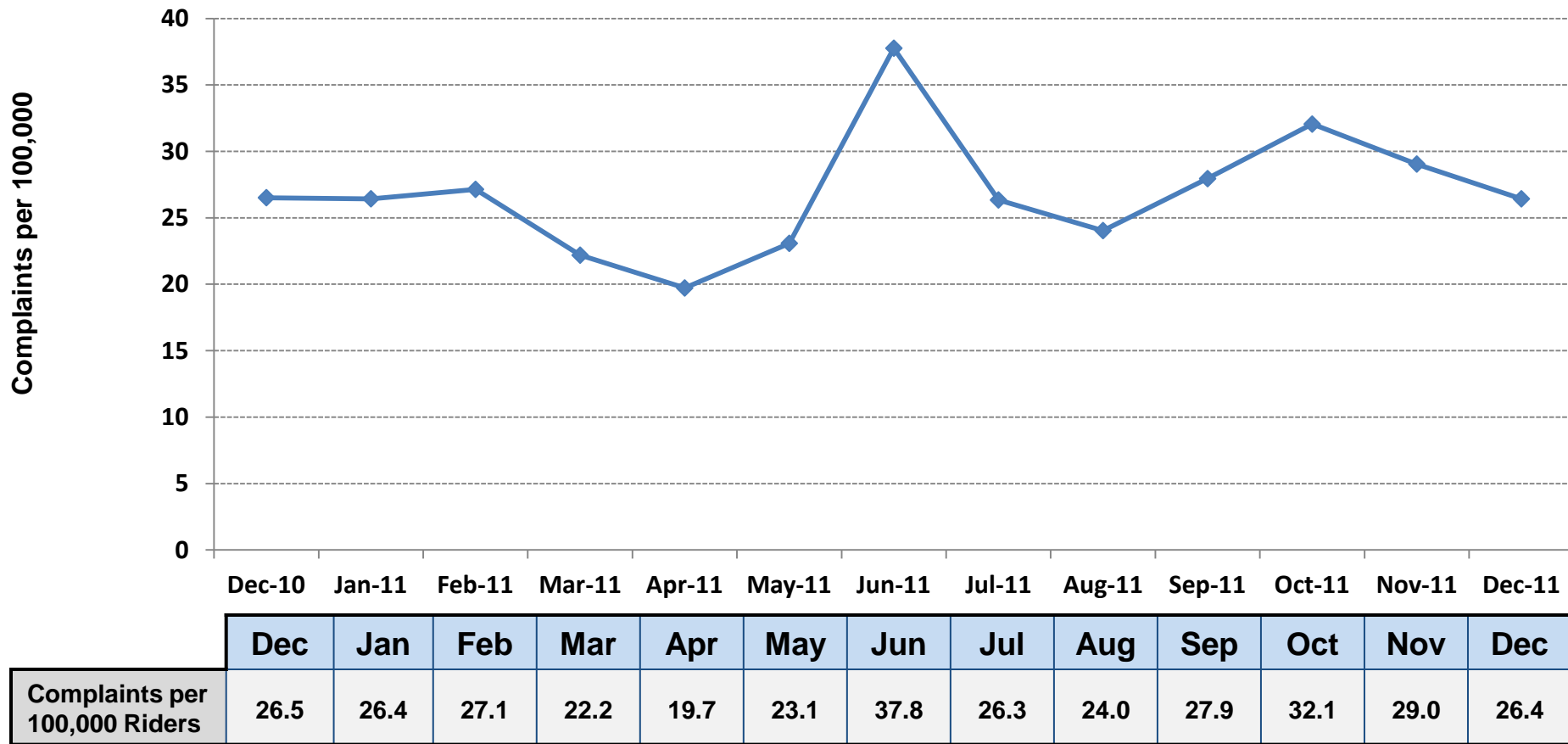
Total MC311 Transit Calls to Complaint Call Comparison Dec CY10 - Dec CY11



DOT Transit complaints account for an average of 8.4% of total Transit Customer Request volume on a monthly basis.



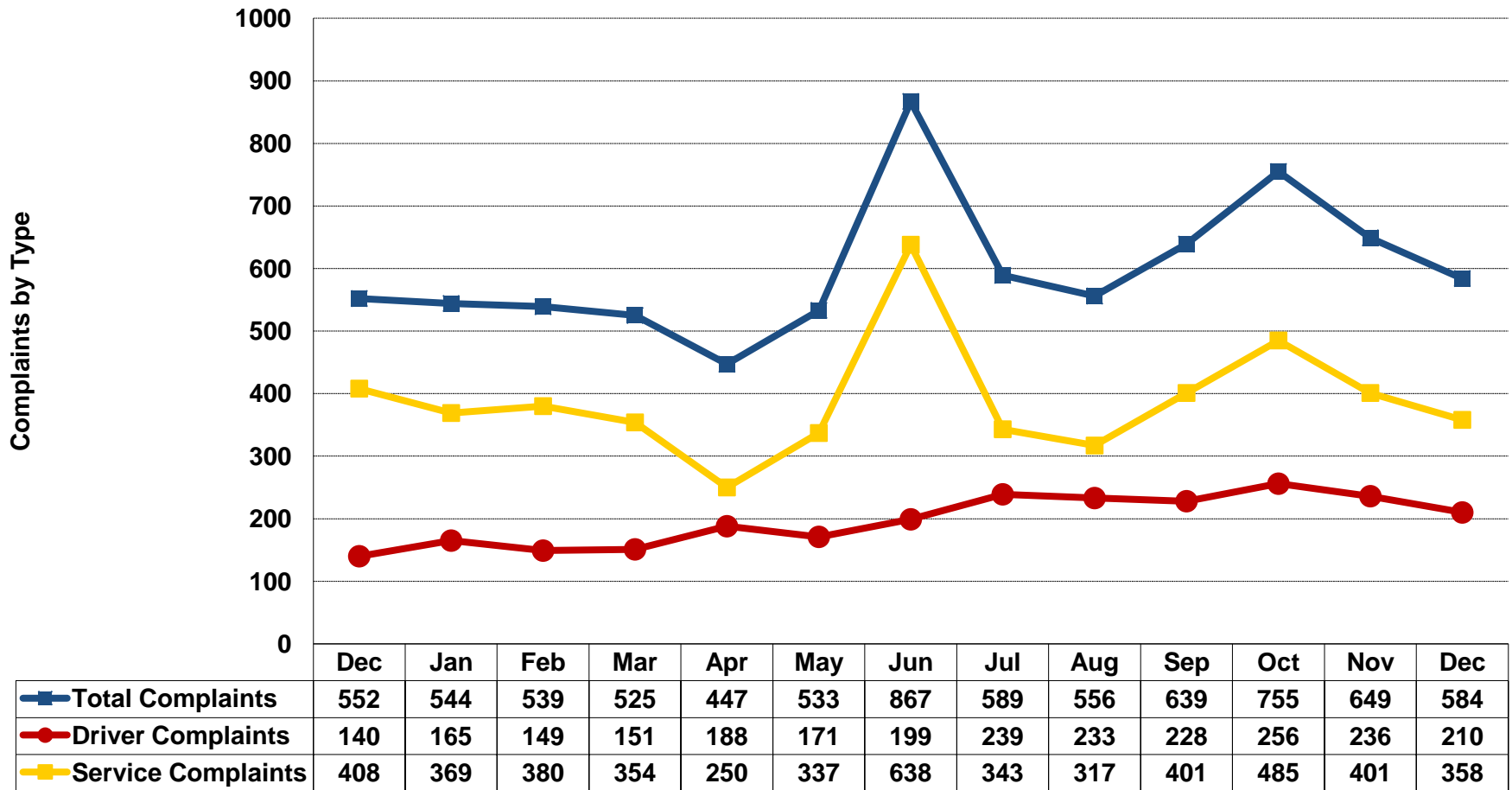
Ride On Complaints Per 100,000 Riders (Monthly) Dec CY10 to Dec CY11



Total complaints include both driver and service related complaints



Ride On Complaints by Type Dec CY10 to Dec CY11

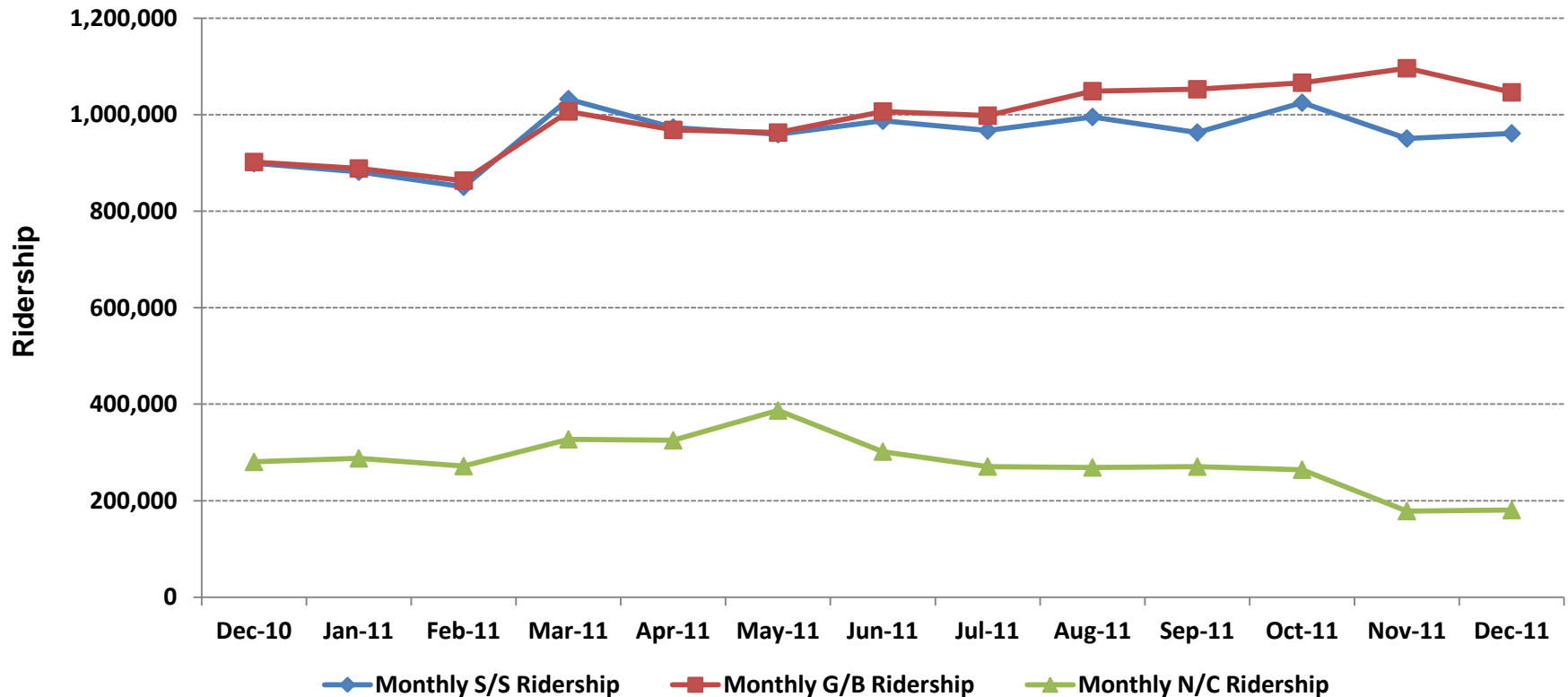


The spike in DOT-Transit related complaints in June was due to bus availability and changes to existing Ride On routes.



Ride On Ridership Comparison by Depot

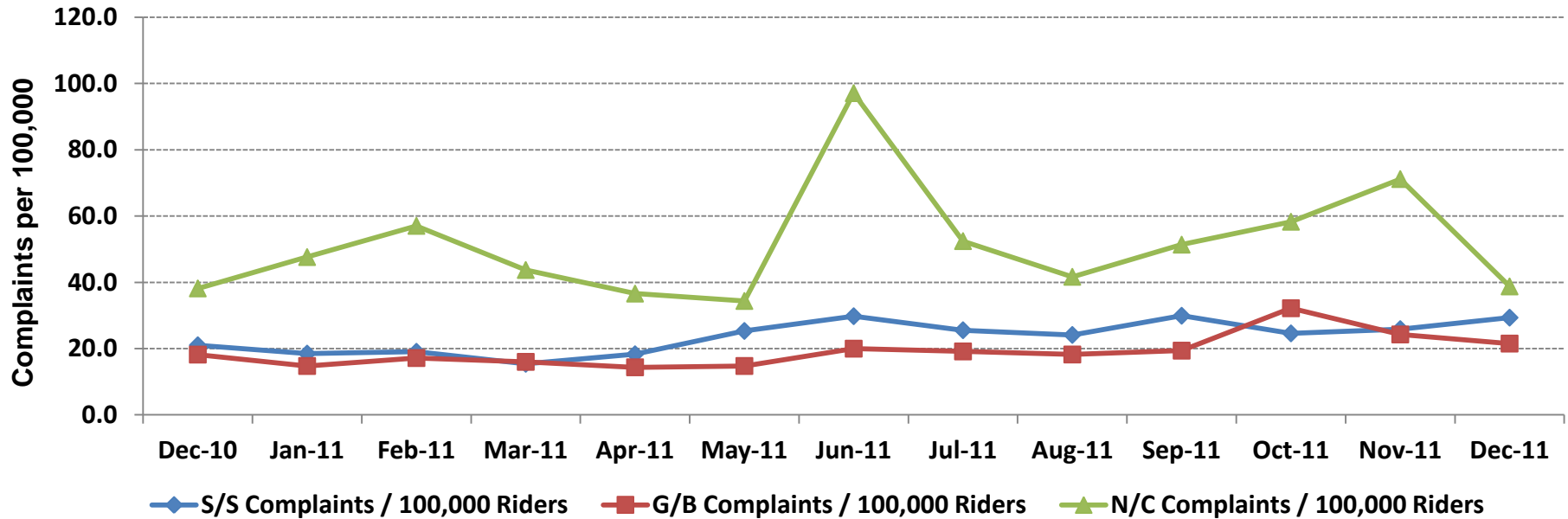
Dec CY10 - Dec CY11



DOT Transit tracks complaints and ridership by individual bus depot.



Ride On Complaints Per 100,000 Riders Comparison by Depot Dec CY10 - Dec CY11

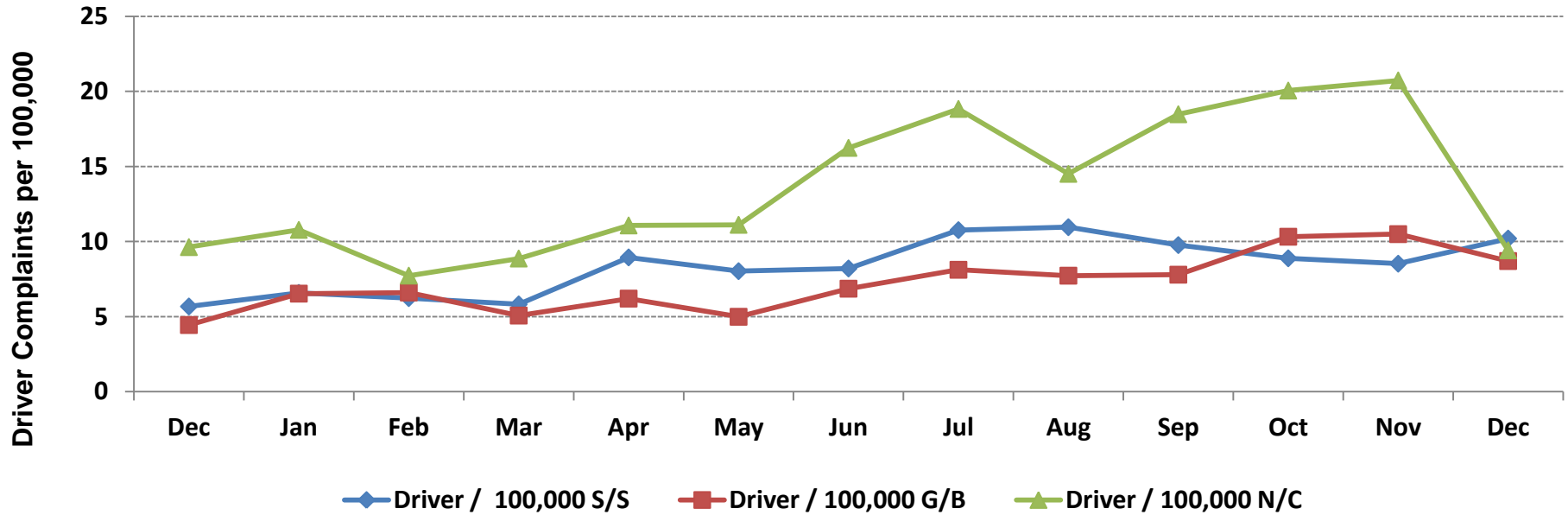


	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Silver Spring	21.0	18.5	19.0	15.4	18.3	25.3	29.8	25.5	24.1	29.9	24.6	25.9	29.3
Gaithersburg	18.2	14.7	17.1	16.0	14.4	14.7	20.0	19.1	18.2	19.4	32.2	24.3	21.5
Nicholson Court	38.2	47.6	57.0	43.7	36.6	34.4	97.1	52.4	41.7	51.4	58.3	71.2	38.8

DOT attributes the spike in complaints from buses originating from Nicholson Court to bus availability at Nicholson Depot and the fall service change.



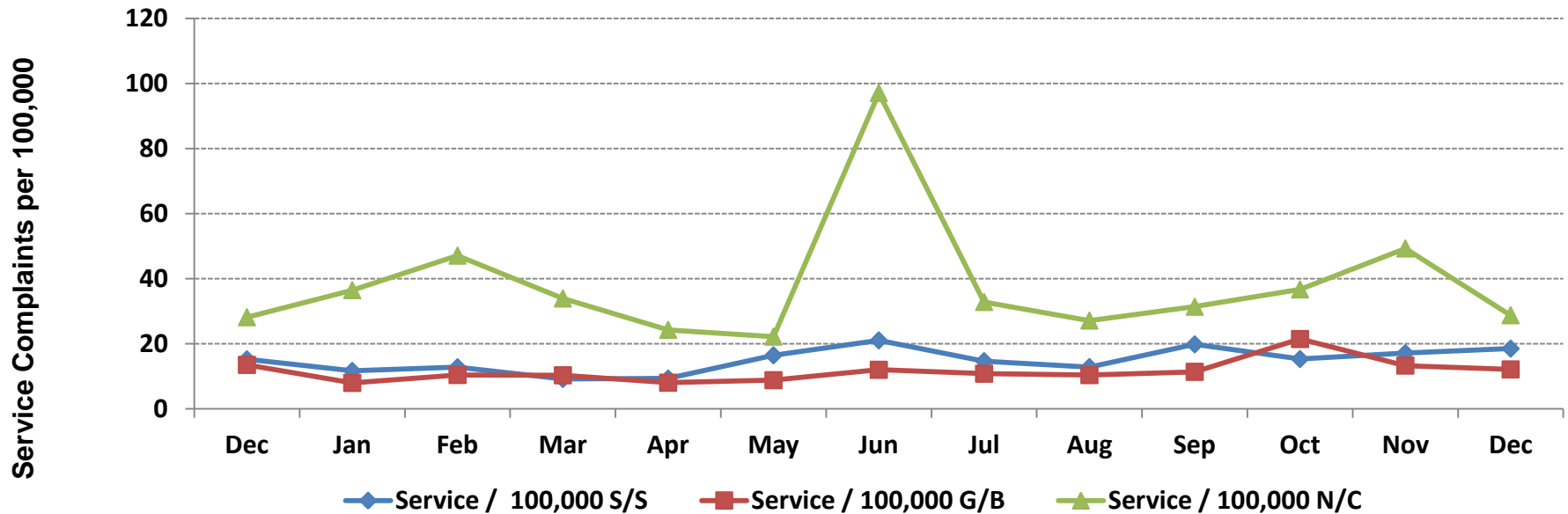
Ride On Driver-Related Complaints Per 100,000 Riders Comparison by Depot Dec CY10 - Dec CY11



DOT is currently investigating the decline in driver-related complaints from buses originating from Nicholson Court.



Ride On Service-Related Complaints Per 100,000 Riders Comparison by Depot Dec CY10 - Dec CY11

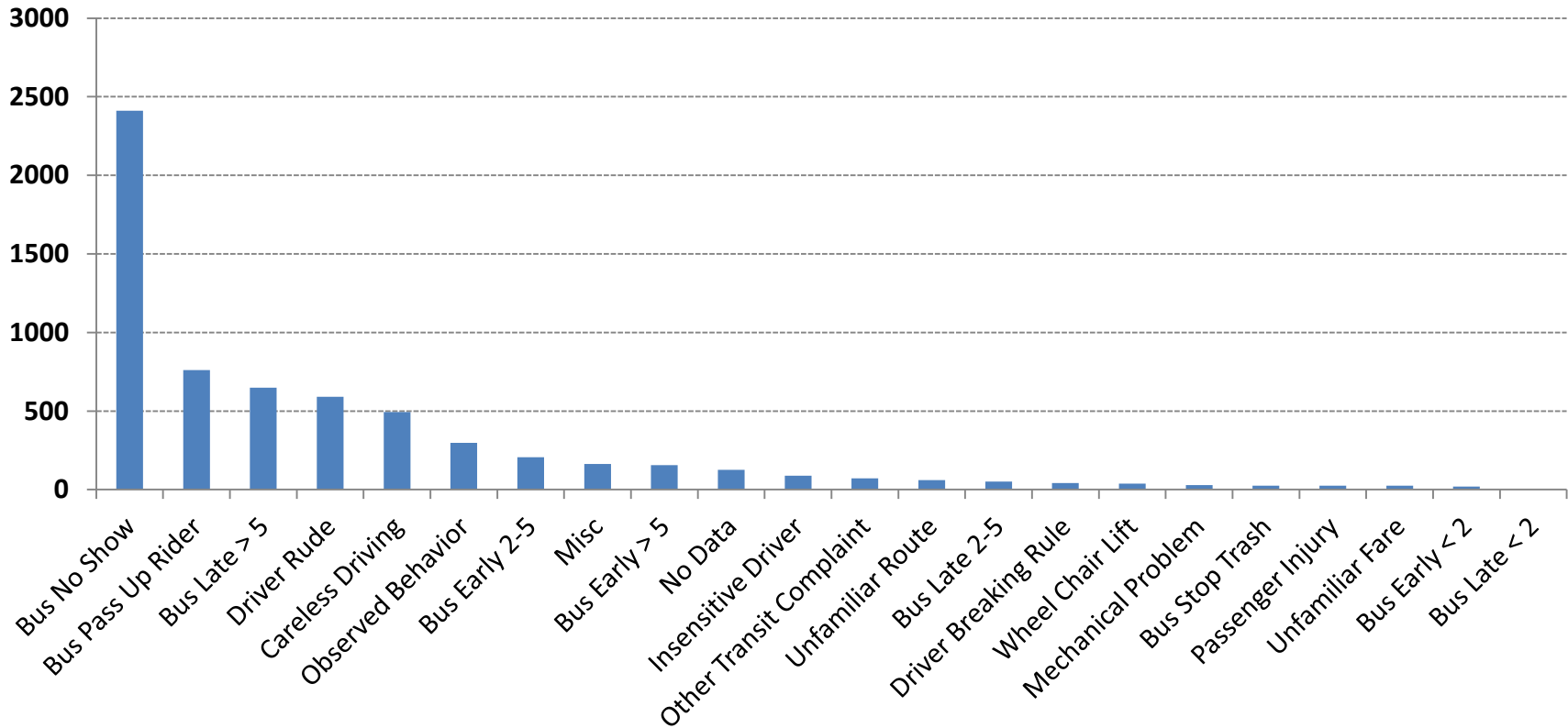


	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Silver Spring	15.2	11.7	12.8	9.2	9.4	16.5	21.1	14.7	12.9	19.8	15.3	17.1	18.5
Gaithersburg	13.5	8.0	10.4	10.3	8.1	8.8	12.0	10.8	10.4	11.4	21.5	13.3	12.1
Nicholson Court	28.2	36.5	47.1	33.9	24.3	22.2	97.1	32.9	27.2	31.4	36.7	49.3	28.8

DOT attributes the decline in service-related complaints from buses originating from Nicholson Court to bus availability.



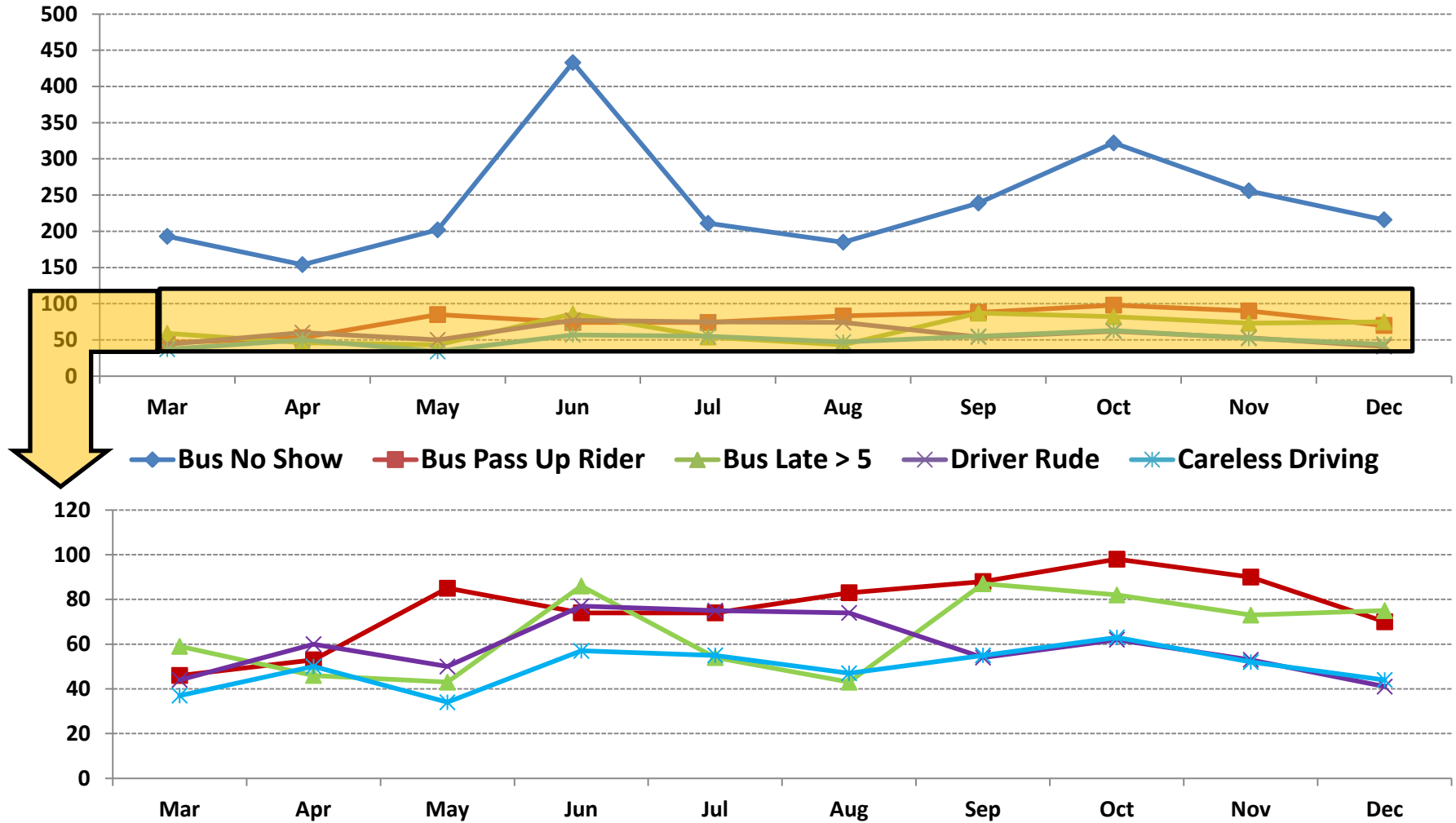
Ride On Complaints by Subcategory (March-Dec. 2011)



55% of DOT-Transit Ride On complaints are related to buses that do not arrive as scheduled



Top 5 Ride On Complaints by Subcategory (Monthly)



Ride On Complaints by Subcategory (Monthly) (1 of 2)

Since March 2011, DOT has captured subcategories for complaint type through the MC311 system.

	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Bus No Show	193	154	202	433	211	185	239	322	256	216	2411
Bus Passed Up Rider	46	53	85	74	74	83	88	98	90	70	761
Bus Late > 5 min	59	46	43	86	54	43	87	82	73	75	648
Driver Rude	44	60	50	77	75	74	54	62	53	41	590
Careless Driving	37	50	34	57	55	47	55	63	52	44	494
Observed Poor Driver Behavior	24	18	32	35	44	25	38	26	25	31	298
Bus Early 2-5 min	13	12	25	24	28	21	16	29	18	20	206
Misc	6	11	27	13	20	16	10	26	22	13	164
Bus Early > 5 min	15	11	10	16	12	26	17	22	25	1	155
No Data	49	10	9	10	7	9	12	4	7	8	125



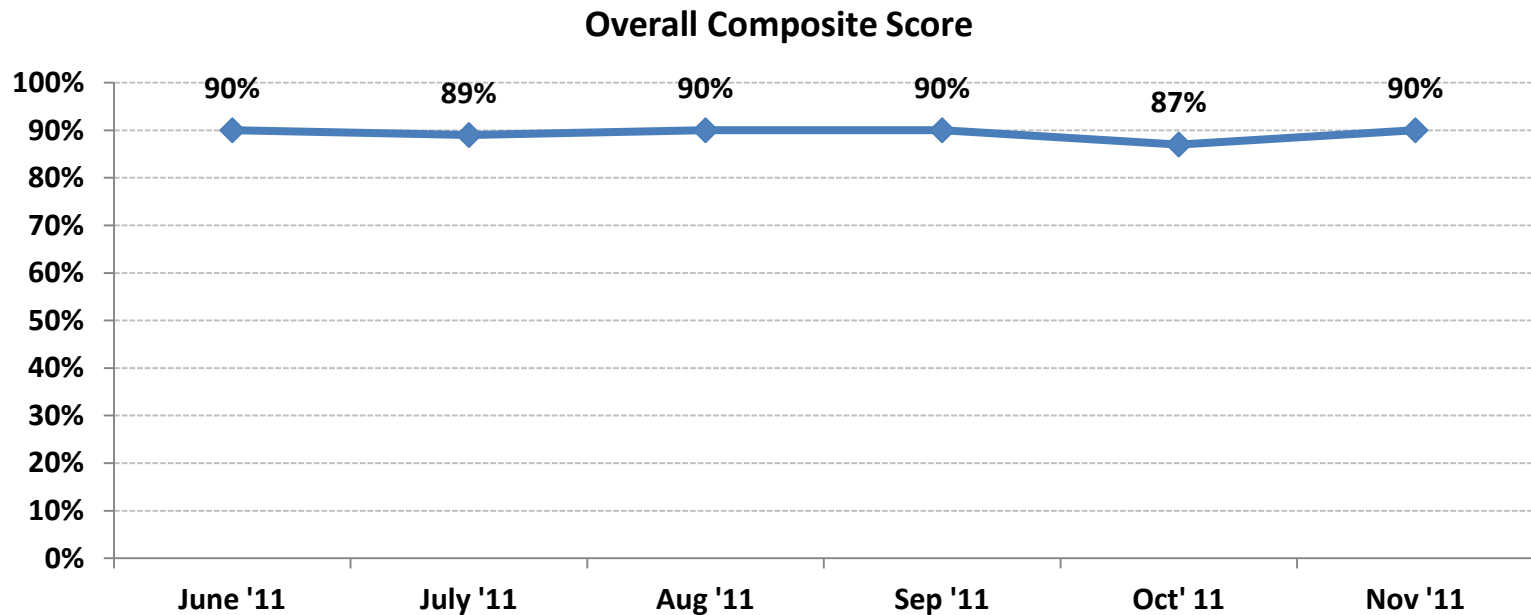
Ride On Complaints by Subcategory (Monthly) (2 of 2)

	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Insensitive Driver	9	12	12	6	5	8	12	9	7	8	88
Other Transit Complaint	3	6	6	11	9	6	5	12	7	6	71
Driver Unfamiliar w/ Route	1	3	5	5	4	5	4	11	12	11	61
Bus Late 2-5 min	5	5	7	6	2	1	2	9	6	8	51
Driver Breaking Rule(s)	10	2	3	9	2	3	3	2	6	1	41
Wheel Chair Lift	1	3	5	2	0	10	5	6	6	0	38
Mechanical Problem	2	0	3	4	4	4	5	2	1	4	29
Bus Stop Trash	0	1	4	2	6	2	6	3	2	0	26
Passenger Injury	1	3	3	6	1	3	1	1	1	5	25
Driver Unfamiliar w/ Fare	2	4	6	2	1	6	0	1	2	1	25
Bus Early < 2 min	3	2	0	4	2	3	2	2	1	1	20
Bus Late < 2 min	0	0	0	1	0	0	0	0	0	0	1



Mitigating Complaints: DOT Mystery Rider Program

Since June 2011, DOT has contracted for a mystery rider program that provides the department with a monthly report on numerous metrics related to Ride On performance.



Scores of 90% or higher are excellent, scores of 80%-90% are good, and scores below 80% are fair to poor



Mitigating Complaints: DOT Mystery Rider Program

	June '11	July '11	Aug '11	Sep '11	Oct '11	Nov '11
Condition of Bus	84%	81%	87%	83%	79%	83%
Operator	91%	88%	90%	90%	88%	88%
Comfort	95%	99%	95%	96%	94%	99%
Functional, Correct Destination Sign (% Yes)	99%	97%	97%	96%	97%	97%
Dirty Exterior (% No)	95%	80%	88%	93%	94%	82%
Exterior Dents, Scratches, Damage (% No)	100%	99%	97%	94%	97%	91%
Exterior Graffiti (% No)	100%	100%	99%	100%	100%	100%
Available Bus Schedule (% Yes)	22%	9%	16%	10%	10%	12%
Interior Cleanliness (% Excellent/Good)	94%	90%	87%	96%	87%	90%
Audible PA System (% Yes)	86%	82%	77%	76%	62%	71%
Stops Announced by Automated Voice System	70%	55%	65%	67%	49%	56%
Stops Announced by Operator	5%	3%	0%	9%	6%	3%
Stops Announced (% Yes)	NA	57%	65%	70%	52%	57%
Pulled Out Before Passengers Seated (%Never)	48%	70%	52%	42%	41%	44%
% Not crowded/Seating available	75%	87%	74%	67%	70%	76%



Montgomery County Ride On Bus Shelters

Clear Channel Outdoor territory does not cover the cities of Gaithersburg, Rockville, or Takoma Park

- Clear Channel Outdoor (CCO) was awarded a 15 year franchise by the County Council in May 2004. Under the franchise they are to build out 500 shelters: 400 with ads, 100 without.
 - To date, about 440 shelters have been built: the 400 ad shelters and 40 non-ad (they are about 1 year, 20 non-ad, behind schedule due to delivery difficulties).
- Clear Channel is responsible for weekly cleaning of a shelter, replacement of broken glass, repair or replacement of the shelter as warranted, as well as trash on the ground inside the shelter or its immediate vicinity.
- They are also responsible for snow removal at shelters during a snow event, over 2 inches.
- Minor graffiti removal at a shelter can also be sometimes handled by our staff.

Transit's Passenger Facilities staff verifies that the shelters are cleaned on a regular basis and deficiencies are reported to Clear Channel's contractor.



CountyStat Service Request Verification Process: January 2012 Audit

- **Date of Audit:**
 - January 18th, 2012
- **Departments Audited:**
 - DOT: Transit Services
- **Sample Time Period:**
 - Opened on or after December 1st 2011
 - Closed on or before January 17th 2012
- **Sample Size:**
 - 13 cases
- **Completion Perspective:**
 - Resident who reported the issue
- **Completion Rankings**
 - **Green** = Work Completed
 - **Yellow** = Department Explanation Sufficient for Work Not completed
 - **Red** = Incomplete



Example of Service Request
Verification Location



DOT Transit January 2012 CountyStat Audit Results

SR #	Caller Request	DOT Notation	CountyStat Finding
181794642	About a block away from verified address. At Braxfield Ct, on the same side. coming towards Twinbrook. The back panel is shattered	Work order done for CC contractor to clean up and replace the glass.	Complete
183074929	Customer reporting someone break the glass of a ride on bus stop shelter at goldaboro rd and macarthur blvd, Stop ID: 22984, next to an Exoon Gas Station. She is requesting ride on personnel to clean the shelter and replace the glass. (GI is not able to verify the address but stop ID can be located on Google Map).	Work order done to check out locaiton. Repairs will be done by Clear Channels contractor.	Incomplete
183377729	The glass at the end of the bus shelter is missing. Very windy corner and so replacement would be appreciated ASAP.	The contractor was notified and the glass replaced.	Complete
183569335	Sign for stop id 28870 is knocked down and needs to be repaired. Contact caller if further information is needed.	Work order is in to have the pole replaced.	Incomplete
183725419	Re: the bus shelter that is located halfway between Gerogia Ave and Colesville missing the right of the shelter glass need to be replaced.	The contractor was notified and the glass replaced.	Complete
184114998	Customer reporting the ride on bus sign is bended so the drive could see it. Location: on Tuckerman lane at the corner of Georgetown Drive. Stop ID: 26508.	A work order was done to check out the location and determine what the repairs need to be.	Complete
184236667	55 bus stop sign located after Panther ridge is knocked down	Could be stop 28850. work order done to verify which stop is down and the sign will be replaced.	Complete



DOT Transit January 2012 CountyStat Audit Results

SR #	Caller Request	DOT Notation	CountyStat Finding
180241953	caller is stating what happen to the bench that was located in front of this address and she was wondering why they took it away for the seniors	Stop is being relocated and a shelter installed at this location	In Progress
180405982	Bus stop shelter has 3 shattered glass panels, looks like someone through a brick through them, glass all over the place at the stop.	Work order was done to have the glass cleaned. shelter will be replaced with a CC 2 bay shelter	Complete
180770175	customer calling because at the intersection given the county was doing construction and never put the 71bus stop sign back up and the bus just ride pass her brother who take this bus every morning. customer would like a call back on this matter.	Work order done for installation of pole	Complete
180847555	If you're going east on clopper rd there is a bus stop sign for the 61 that is twisted down to the ground. A truck apparently hit it and drove off.	A work order has been done for this sign.	Complete
181669226	Customer reporting bus stand for route 26 and 49 in Glenmont metro station has sharp piece of metal sticking out of pole which could cause injuries to other customers...	Following up on s/r	Complete
181720125	New Hampshire Ave and Randoph road, Silver Spring , next to BBT Bank. The existing route is Z2. Caller stated they need a shelter bus, with this weater and been elderly passenger theres is a big need to intall a shelter.	Stop #28708. There is very little right of way for us to install a shelter. However, the ridership justifies the need for the shelter. I will put in a request for a Pittsburg shelter for this location	In Progress



Incomplete DOT Service Request Fulfillment Case # 1

Service Request Number:

- 183074929

Zip Code:

- Bethesda: 20816

Date Opened:

- 1/3/12

Date Closed:

- 1/16/12

Issue:

Broken glass

CountyStat Assessment:

There is clear evidence of broken glass and a missing panel



Incomplete

According to DOT: Contractor had reported to DOT that repair had been completed on 1/16/12. By 1/18 DOT had not completed their weekly verification follow-up.



Incomplete DOT Service Request Fulfillment Case # 2

Service Request Number:

- 183569335

Zip Code:

- Montgomery Village:
20886

Date Opened:

- 1/5/12

Date Closed:

- 1/16/12

Issue:

Broken bus sign

CountyStat Assessment:

Sign was propped against a tree
but not attached to ground



Incomplete

According to DOT: Bus Stop Unit in DOT experienced staff reductions. Repairing poles is assigned to our contractor and is scheduled to be completed by the end of January.



In Progress DOT Service Request Fulfillment Case

Service Request Number:

- 180241953

Zip Code:

- Rockville: 20853

Date Opened:

- 12/8/11

Date Closed:

- 12/12/11

Issue:

Bench for elderly waiting for bus is missing

CountyStat Assessment:

There is clear evidence of a new concrete slab that will be the basis for a new shelter



In Progress

According to DOT: A shelter will be installed in the Spring.



DOT-Transit Benchmark Jurisdictions

- To meet the requirements of Senate Bill 282, Chapter 447, Acts 2004, Montgomery County reports transit performance indicators to the State of Maryland.
- **Maryland identified five similar transit systems to Montgomery County**
 - Fort Worth Texas: The T
 - Chicago, Illinois: PACE
 - Detroit, Michigan: SMART
 - Long Island, NY: Long Island Bus
 - Fort Lauderdale, FL: BCT
- **CountyStat compiled comparative data from the National Transit Database to conduct a benchmark analysis of Ride On performance from 2006 through 2010**
- **The most recent data from the National Transit Database is from 2010**

Metric Title
Square Miles
Population
Operating Expense Bus
Annual Passenger Miles
Annual Vehicle Revenue Hours
Max Service Vehicles
Fleet Avg. Age (Years)
Operating Expense Per Vehicle Revenue Mile
Operating Expense Per Vehicle Revenue Hour
Operating Expense Per Passenger Mile



2010 Snapshot of Benchmark Jurisdiction Variables

Transit Agency	Population	Square Miles	Annual Passenger Miles	Fleet Avg. Age (Years)	Max Service Vehicles	Operating Expense Bus
PACE	5,199,319	3,516	189,683,635	6.3	694	\$ 150,136,535
Long Island Bus	1,360,000	287	158,522,355	6.3	296	\$ 125,982,578
BCT	1,766,476	410	172,113,497	6	307	\$ 98,323,289
Ride On	971,000	495	112,416,765	6.5	352	\$ 96,986,618
SMART	3,167,075	1,074	80,868,590	7.6	290	\$ 78,712,723
The T	729,600	350	39,170,194	6.4	149	\$ 33,155,132



Ride On Benchmark Performance Indicator: Operating Expense Per Passenger Mile

Definition: This measure tracks the ratio of operating expenses to distance traveled by each passenger as the cumulative sum of the distances ridden by each passenger

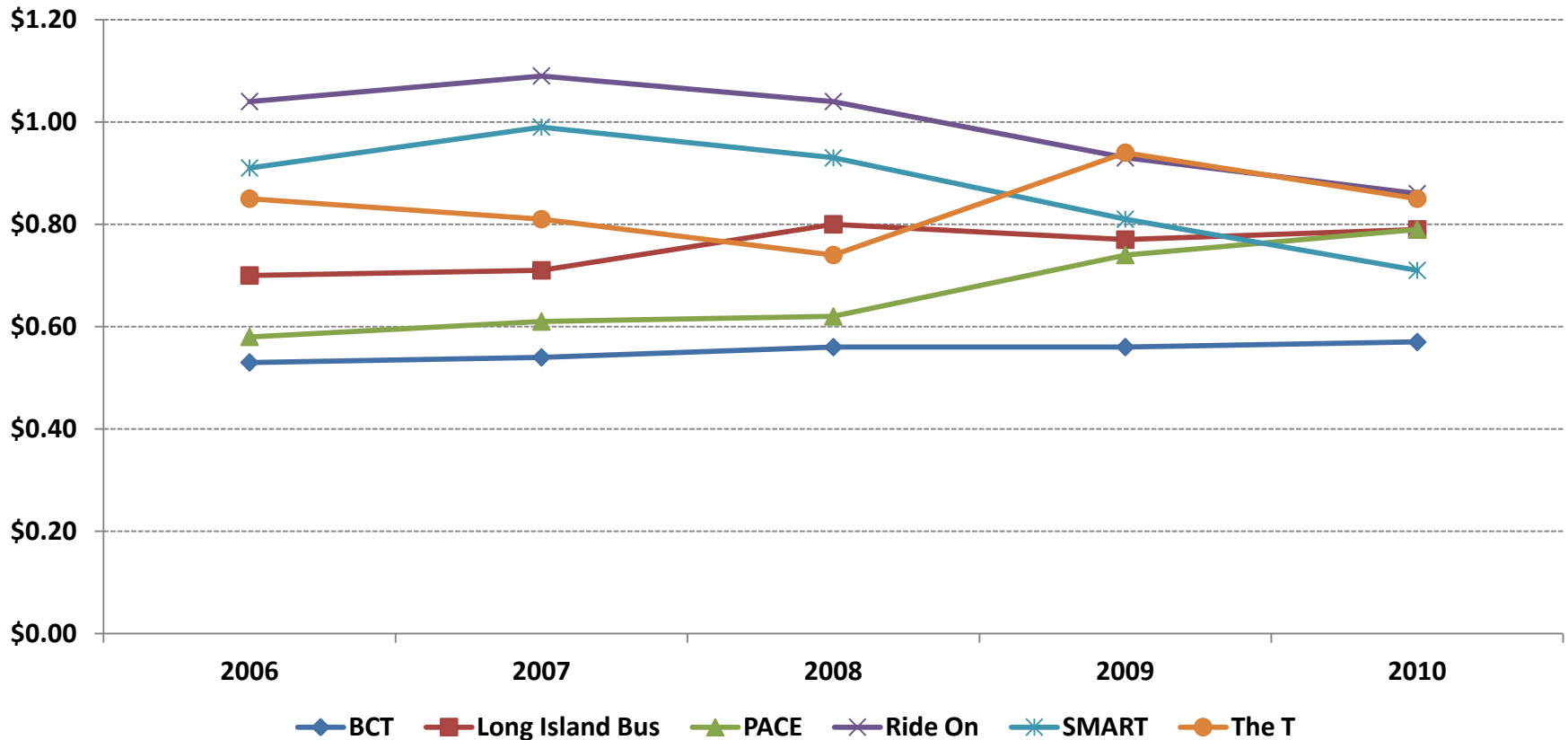
■ Observations:

- While Ride On has experienced the greatest reduction in the ratio of operating expense to passenger mile, as of 2010 it still has the highest rate
- As of 2010, the BCT system had the most similar operating budget and although the system cover 85 less square miles of service area than Ride On, they log approximately 60,000 more passenger miles.
- BCT also demonstrates the lowest cost per passenger mile.

Agency	2006	2007	2008	2009	2010
BCT	\$0.53	\$0.54	\$0.56	\$0.56	\$0.57
Long Island Bus	\$0.70	\$0.71	\$0.80	\$0.77	\$0.79
PACE	\$0.58	\$0.61	\$0.62	\$0.74	\$0.79
Ride On	\$1.04	\$1.09	\$1.04	\$0.93	\$0.86
SMART	\$0.91	\$0.99	\$0.93	\$0.81	\$0.71
The T	\$0.85	\$0.81	\$0.74	\$0.94	\$0.85



Ride On Benchmark Performance Indicator: Operating Expense Per Passenger Mile



Since 2006 the operating expense per passenger mile for Ride On has decreased by -17% compared to the average benchmark increase of 4%



Ride On Benchmark Performance Indicator: Operating Expense Per Vehicle Revenue Hour

Definition: Definition: This measure tracks the ratio of operating expenses to the hours that vehicles are scheduled to or actually travel while in revenue service. Vehicle revenue hours include: Layover / recovery time

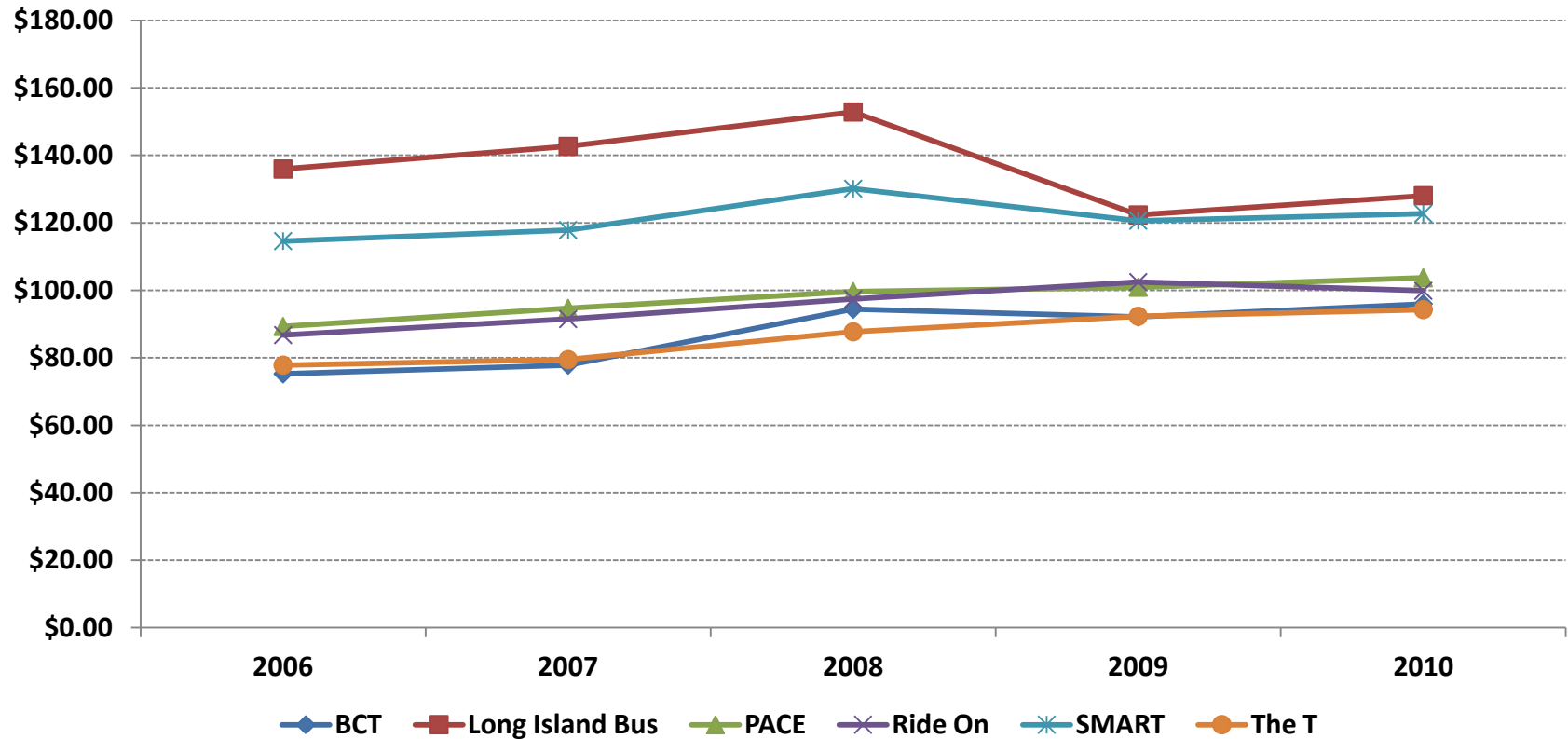
■ Observations:

- From 2009 to 2010, Ride On was the only system to reduce its ratio of operating expense per vehicle revenue hour
- Other than 2009, when it dipped to fourth, Ride On consistently ranked as the third least expensive system in terms of operating expense per vehicle revenue hour

Agency	2006	2007	2008	2009	2010
BCT	\$75.24	\$77.84	\$94.40	\$92.11	\$95.96
Long Island Bus	\$135.94	\$142.65	\$152.84	\$122.33	\$128.05
PACE	\$89.28	\$94.65	\$99.63	\$100.91	\$103.71
Ride On	\$86.73	\$91.47	\$97.40	\$102.44	\$99.86
SMART	\$114.60	\$117.87	\$130.11	\$120.62	\$122.71
The T	\$77.81	\$79.46	\$87.71	\$92.31	\$94.29



Ride On Benchmark Performance Indicator: Operating Expense Per Vehicle Hour



Since 2006 the operating expense per vehicle for Ride On has increased by 15% compared to the average benchmark increase of 11%



Ride On Benchmark Performance Indicator: Operating Expense Per Vehicle Revenue Mile

Definition: This measure tracks the ratio of operating expenses to miles that vehicles are scheduled to or actually travel while in revenue service. Vehicle revenue miles include: Layover / recovery time

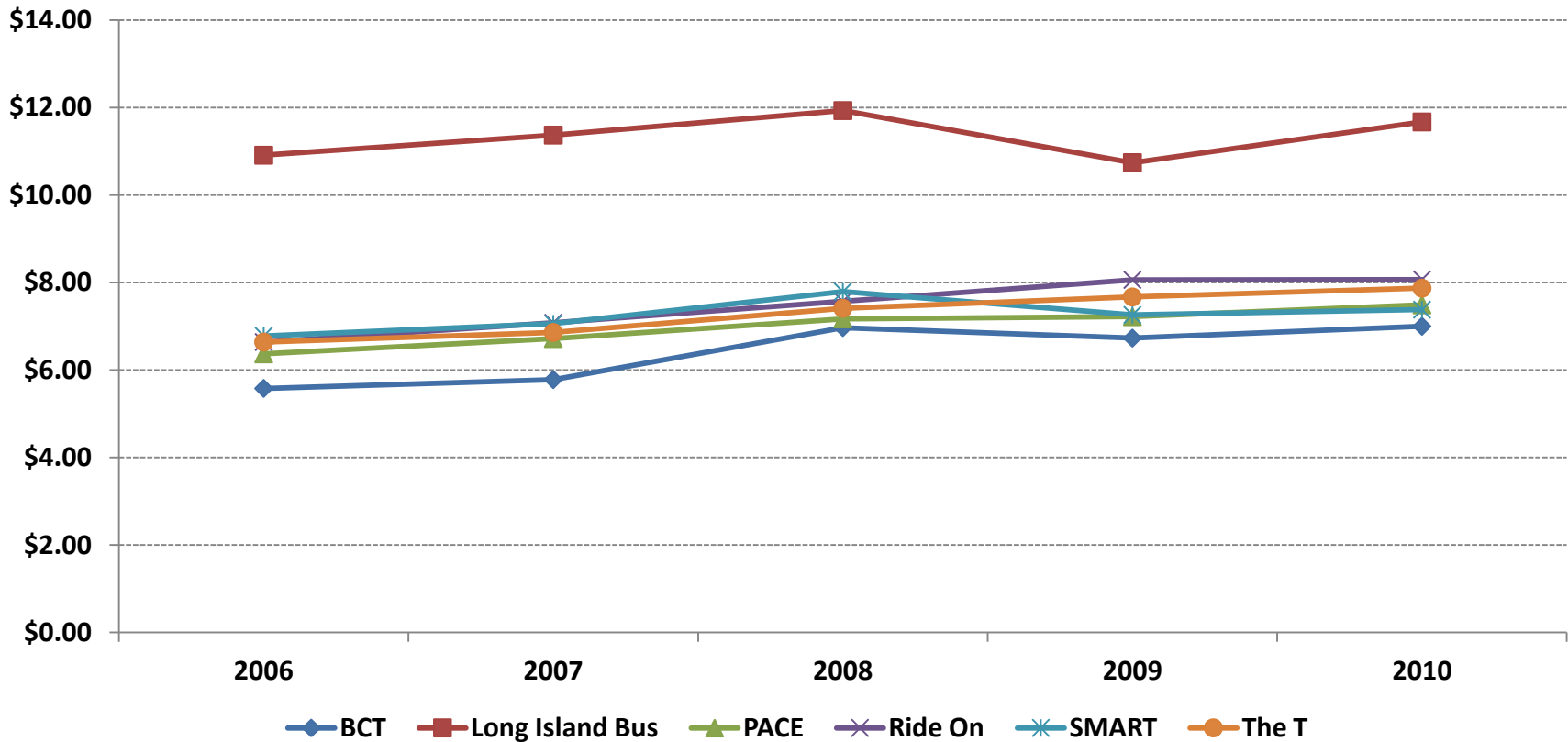
■ Observations:

- The BCT system is the most comparable to Ride On in terms of service area because it covers only 85 miles less than Ride On

Agency	2006	2007	2008	2009	2010
BCT	\$5.58	\$5.78	\$6.97	\$6.73	\$7.00
Long Island Bus	\$10.91	\$11.37	\$11.93	\$10.74	\$11.67
PACE	\$6.37	\$6.72	\$7.17	\$7.22	\$7.49
Ride On	\$6.64	\$7.08	\$7.57	\$8.06	\$8.07
SMART	\$6.78	\$7.06	\$7.79	\$7.26	\$7.38
The T	\$6.64	\$6.86	\$7.41	\$7.67	\$7.87



Ride On Benchmark Performance Indicator: Operating Expense Per Vehicle Mile



Since 2006 the operating expense per vehicle for Ride On has increased by 22% compared to the average benchmark increase of 14%



Wrap-Up and Follow-Up Items

